THE FITNESS MARGIN

CRAFTING ENDURANCE

The Fitness Margin is an endurance coaching program for those looking for elite-level performance. We work with runners, cyclists, expedition athletes, and those preparing for military service. TFM provides you with a real coach, for real results.

CHAT WITH THE TEAM

MEET GEORGE, YOUR MENTOR

Mentor, by The Fitness Margin, delivers endurance coaching with no distractions. We train runners, cyclists, expedition athletes, and military professionals. I bring experience as a Royal Marines Commando Mountain Leader, national-level cyclist, professional jockey, and ultra-endurance competitor. The focus is simple: improve performance, strengthen resilience, and prepare you for the demands ahead.

- *Royal Marines Commando Mountain Leader*
- *Professional Jockey*
- *National-level Cyclist*
- *Ultra-endurance Competitor*

WHY THE FITNESS MARGIN?

When performance matters, you don't leave preparation to chance. The Fitness Margin is built on proven experience across endurance sport and military readiness. This is not theory. It's tested, applied, and refined under real demands. The result is training that works when you need it most.

ELITE EXPERIENCE

We've operated at the highest levels of physical and mental demand. As a; Royal Marines Commando Mountain Leader. National-level cyclist. Professional jockey. Ultra-endurance competitor. Each role required precision, resilience, and absolute focus. That same standard is now applied to your training.

MULTI-DOMAIN EXPERTISE

True performance is more than fitness. It's strength, endurance, and mental control under pressure. With 18 years in nutrition, strength and conditioning, and endurance training, TFM brings a complete system. Race-proven tactics. Attention to detail. A constant eye on the latest research, balanced with lessons forged through nearly two decades of real experience. The result: **training built on both science and practice.**

CYCLING

Progress doesn't happen by chance. Structured training took TFM coached athletes from local racing to the national stage. Success was earned alongside Olympians and proven in national competition. That knowledge now shapes the cycling programs at The Fitness Margin–clear plans, measurable results, and no wasted effort.

RUNNING

TFM has guided athletes to measurable success across every distance. Personal bests in 5k and 10k. Marathon goals achieved, including sub-3-hour finishes. Podium results in trail marathons. Expertise extends to ultra-endurance planning and logistics, including the Bob Graham Round–66 miles, 8,000 meters of ascent–successfully executed in under 22 hours. And in the same year, coaching a half-marathon personal best while navigating life's challenges, including having a newborn. Training is precise, tailored, and built to deliver results under real-world conditions.

ENDURANCE

Ultra-endurance is a test of body and mind. We have experience in multi-day events using the exact recovery, resilience, and pacing strategies now taught to clients. Protocols are proven under pressure, ensuring you can sustain performance when it matters most.

MILITARY & TACTICAL

Performance under extreme conditions is a hallmark of TFM. Leading training packages in mountainous terrain, in all weather and at all hours, we've honed mountain movement, navigation, ultra-endurance, and mental resilience. Soldiers are trained to operate at their best while at their worst–managing sleep deprivation, nutrition, exhaustion, and heavy loads. Experience comes from leading teams, completing the British military's most demanding courses, and pushing the limits of human capability. Training is built to deliver operational readiness and peak performance in any environment.

HOW IT WORKS

FREE CONSULTATION

Book a discovery call and get immediate feedback on how we can help you progress towards your goals.

HYBRID COACHING

Time management is never ease. We work around you and offer both online and in-person coaching, suiting your needs from a coach.

TAILORED PACKAGES

Tailored sessions for your specific fitness goals, from running, to cycling, tactical, military expeditions, and more.

ADD-ONS

Physiotherapy discounts (including sports massage), tactical/ nutrition guidance, custom plans, sports psychology.

YOUR BEST RESULTS

Join live or virtual masterclasses on purpose, productivity, and personal branding.

READY TO START YOUR JOURNEY?

Book a free discovery call to learn how our coaching can work for you.

BOOK A FREE DISCOVERY CALL

thefitnessmargin@gmail.com
+44 7917 740245
Based in Herefordshire, UK